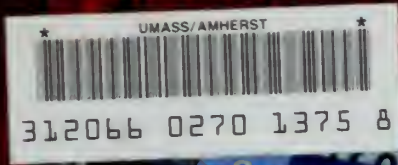


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**MASSACHUSETTS**  
**OPERATION STOREFRONT -1998-**

**It's Time We Made Smoking History**



## ACKNOWLEDGEMENTS

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The Massachusetts Tobacco Control Program is operated by the Massachusetts Department of Public Health under the direction of Commissioner Howard Koh, M.D, M.P.H. The program is administered

within the Bureau of Family and Community Health, which is directed by Deborah Klein Walker, Ed.D.

This report was prepared by Gregory N. Connolly, Carolyn Celebucki, Geoffrey Wayne, Kerry Diskin, and Doris Cullen of the Massachusetts Tobacco Control Program; and Denise Lymperis, MTCP consultant. The report could not have been produced without the assistance from and contributions by the following individuals: Harriet Robbins, Special Advisor, MTCP; Joseph Morrissey, Regional Field Director and Project Manager of Operation Store Front; Bruce Cohen, Director of Research and Epidemiology, Bureau of Health Statistics, Research, and Evaluation; Sean Fitzpatrick, Director of Marketing and Media.



GOVERNMENT DOCUMENTS  
COLLECTION

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### BACKGROUND

The tobacco industry spent over \$6 billion in 1993 on advertisements and promotions to attract and keep customers, particularly youth. The 1994 Surgeon General's Report on Youth and Smoking concluded that cigarette advertising appears to increase substantially the risk of young people smoking. A wealth of evidence demonstrates that tobacco manufacturers specifically target youth in their product advertising, and that youth are influenced by such marketing:

- Internal industry documents reveal a targeted campaign to capture the youth market.
- Brands smoked by youth are more heavily advertised in magazines with large youth readership than in other magazines.
- Non-smoking youth who can name a favorite brand advertisement are more susceptible to smoking uptake and are more likely to become smokers.



- High school students in Massachusetts

who own a promotional item (such as T-shirts, caps, or other 'gear') are more than twice as likely to smoke as those who do not.

### OVERVIEW

Massachusetts Operation Storefront, a study conducted by the Massachusetts Department of Public Health, was designed to assess the quantity and type of tobacco advertisements encountered by youth in storefront advertising during the course of their normal daily activities.

Participants in Operation Storefront— youth and adults from the Massachusetts Tobacco Control Program (MTCP) funded local programs and other non-funded agencies— surveyed more than **3,000** vendors in **125 Massachusetts** cities and towns with a combined population greater than **3,500,000**.

The survey results document the high levels of tobacco advertising to which our youth are exposed. These findings should encourage a voluntary reduction of tobacco advertisements and promotions by local shop owners and the adoption of policies to protect our youth.

### RESULTS

**Tobacco advertisements made up 52%** of the more than 20,000 advertisements visible to youth from outside retail establishments surveyed from February through April 1998.



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**Convenience stores and gas stations—** where the majority of youth obtain cigarettes—displayed the largest proportion of tobacco advertising (55% of total advertisements). Pharmacies and drug stores displayed the smallest proportion of tobacco ads (6%), followed by department stores (9%), and grocery stores (30%).

**Brands smoked by youth** (Marlboro, Camel, Newport, Winston) were also the **most heavily advertised brands**, accounting for more than two-thirds of all tobacco ads.

Storefronts located **within 1000 feet of a school** were more likely to display more tobacco advertisements per retail vendor, and displayed more ads per vendor, than storefronts located farther



away from schools- exposing children to **approximately one-and-a-half times the tobacco advertising** they would otherwise encounter.

Establishments in **poorer communities** displayed much higher numbers of **tobacco ads per vendor (5)** in comparison to more affluent communities (3), as well as a **greater percentage of retail ads dedicated to tobacco (54%).**

**Minority communities** — especially areas closer to schools — are subjected to a much higher proportion of tobacco advertising, accounting for more than one half of all tobacco ads and only 40% of all other retail ads. **Menthol brands (Kool, Newport)** were **2-3 times more likely** to be advertised in minority areas.





Storefronts that displayed some form of age or ID requirement had a lower percentage of tobacco advertisements.



#### DISCUSSION

**Patterns of storefront tobacco advertising mirror patterns of youth purchasing.** Most youth buy cigarettes—and are most successful buying them—in convenience stores and gas stations, where the majority of cigarette advertisements are displayed. Retail merchant rates of illegal sales were highest for convenience stores and gas stations.

**The brands that are most heavily advertised mirror youth brand preferences.** Children are likely to smoke what they see advertised. The brands accounting for 93% of youth smoking in Massachusetts were also the four most displayed storefront brands, accounting for two-thirds of all tobacco advertisements.

**Tobacco advertising increases with proximity to schools.** Storefronts nearest to schools carry more tobacco advertising, display a greater percentage of tobacco ads, and are less likely to display age or ID requirements. While areas near schools have been declared drug-free, promotion of tobacco products in proximity to schools goes unchecked.

**Poorer children are more highly exposed to tobacco advertising,** as the industry concentrates advertising in poor and urban communities. As a result, poorer children may be at higher risk for tobacco use.

**Minority children are also more highly exposed, particularly to advertising for menthol brands** such as Newport and Kool. Seventy-three percent (73%) of black youth smokers and sixty-eight percent (68%) of Latino youth smokers smoke Newport. The predominance of tobacco advertising in minority areas is particularly disturbing in light of the recent national rise in minority youth smoking rates.

**The pervasiveness of tobacco advertising can have a profound impact on youth.** Young people consistently overestimate the number of adult and youth smokers. When more than half of retail advertisements are tobacco ads, this can distort the reality of overall smoking prevalence and normalize or glamorize smoking in the minds of youth.





## I. BACKGROUND

Tobacco products are among the most heavily advertised and widely promoted products in America.<sup>1</sup> Although tobacco advertising has been banned from television since 1971, the tobacco industry spent more than \$6 billion in 1993 alone on advertisements and promotions to attract and keep customers, through such diverse media as magazines, newspapers, outdoor and in-store advertising, point-of-purchase, direct mail, brand-identified non-tobacco items, and event sponsorship.<sup>1</sup> The Food and Drug Administration determined in its investigation of tobacco advertising that "young people are indeed exposed to substantial and unavoidable advertising and promotion [of tobacco products]." <sup>2,3</sup> This high exposure to tobacco advertising creates a climate of "friendly familiarity," which may make tobacco products more appealing to youth.<sup>1</sup> Non-smoking youth who are able to name a favorite brand or brand advertisement are more susceptible to taking up smoking.<sup>4</sup> The 1994 Surgeon General's Report on Youth and Smoking concluded that cigarette advertising appears to increase substantially the risk of young people smoking.<sup>5</sup>



The impact of advertising on youth smoking has been well documented. One study

found that even a brief exposure to tobacco advertising can create a favorable impression of smokers in young people.<sup>6</sup> Children, particularly adolescents, remember more about advertising images than adults.<sup>7</sup> These images appear to affect children's perceptions of the pervasiveness, image, and function of smoking, which are directly related to smoking initiation. This may partly explain why children who smoke perceive uniformly higher smoking prevalence levels than children who do not smoke. In addition, a number of studies link an improvement in self-image to the messages promoted by a preferred brand of cigarettes.<sup>5</sup>



Recently released internal industry documents reveal a campaign targeting adolescent pre-smokers and smokers (see Appendix A). The importance of targeting youth is underscored in one document, which notes that 40 percent of regular smokers have made a loyal brand choice by age 18.<sup>8</sup> A study by the Centers for Disease Control and Prevention found that young people choose cigarettes on the basis of advertising rather than other factors, such as price or health information.<sup>9</sup> Young people smoke fewer brands than adults, and their choices can be directly related to the amount and kind of advertising of a given brand. In Massachusetts, the



four most heavily advertised brands (Marlboro, Newport, Winston, Camel) accounted for 93% of youth smoking.<sup>10</sup> By contrast, the most commonly smoked cigarettes nationwide among adult smokers are brandless or generic cigarettes.<sup>11</sup>

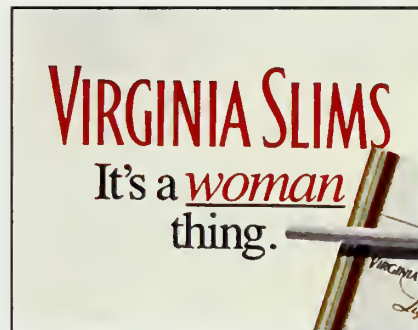
A number of separate studies have documented industry promotional campaigns directed at the youth market. Brands smoked by youth were found to be more heavily advertised in magazines with large youth readership than in other magazines.<sup>12</sup> Cartoon characters have also been used to sell cigarettes. In one study, children as young as 3 to 6 years old recognized the Joe Camel character and knew that he sold cigarettes.<sup>2</sup> Items such as T-shirts, jackets, and bags have been used to promote tobacco products. These were applauded in one industry report as “not only reach[ing] younger adult consumers, but convert[ing] younger adults into walking billboards.”<sup>13</sup> High school students in Massachusetts who own a promotional item are more than twice as likely to smoke. This points to the success of this strategy.<sup>14</sup>



## II. CAMPAIGN OVERVIEW

### What is Massachusetts Operation Storefront?

The Massachusetts Operation Storefront was conducted during the Spring of 1998 in order to raise awareness about the images that advertise and promote dependence on tobacco. Participants



from across the Commonwealth surveyed advertising visible from outside of local retail stores and other tobacco merchandisers in order to:

1. identify locations, quantities, and types of advertisements in storefront displays outside of retail stores
2. identify specific target areas—such as minority, non-English speaking, or high-poverty communities—where tobacco advertising may be more pervasive, or where specific brands and products may be more visible
3. compare types and amounts of advertising found near schools to advertising in other locations
4. compare tobacco advertising to other retail storefront advertising
5. explore differing patterns of advertising by geographic area and region
6. note where advertising appeal and youth preference may overlap





The results of this survey document the high levels of advertising to which youth are exposed. This campaign can encourage a voluntary reduction of tobacco advertisements and promotions by local shop owners and adoption of policies to protect youth.

### **Who participated in Operation Storefront?**

Both youth and adults from MTCP funded local programs and other non-funded agencies were invited to participate in surveys conducted across every region of the Commonwealth during the period from February through April 1998. Participation was voluntary, and levels of participation were extremely high, with more than 300 surveyors ranging from age six through adult.

- Participants in Operation Storefront surveyed a total of **125 Massachusetts cities or towns** (with 124 returning usable numeric data).
- The total population covered by participating cities and towns was greater than **3,500,000**—or approximately **58% of the Commonwealth**.
- More than **3000 vendors** were surveyed in all- including convenience stores (1194), gas stations (564), liquor stores (508), grocery stores (290), restaurants/bars (283), drug stores and pharmacies (242), and department stores (42).
- Approximately **70% of identified retail vendors** in the participating communities were surveyed.

### **What did participants do?**

Trained survey participants identified and mapped the tobacco vendors in their communities according to location, type of establishment, and distance from schools or playgrounds. All exterior/storefront advertising displayed by each vendor was recorded, according to the following categories:

- number of tobacco or other type of advertisement (alcohol or other)
- type of tobacco advertised (cigar, smokeless, or cigarette)
- brand of cigarette advertised (Marlboro, Camel, Winston, Kool, Newport, or other)
- location of display (windows/doors, building, sidewalk)



- primary language of the advertisement (English or non-English)
- presence of age or ID requirement, or other tobacco control message

In-store ads were not included in the survey. For each store surveyed, pictures of the exterior were taken as reference. All survey results were verified by a minimum of two people. All surveyors were required to undergo training prior to conducting the survey. In addition, a community profile was completed prior to par-



ticipation, which assessed the types of community activity undertaken, as well as the number and type of tobacco vendors in the community.

Data entry was performed by the Massachusetts Tobacco Control Program (MTCP), and analyses were conducted by the research and evaluation unit of MTCP.

#### **How was the collected information analyzed?**

Analyses were based on the data collected for retail stores, including convenience stores, gas stations/mini-marts, department stores, pharmacies/drug stores, and grocery stores. Liquor stores and potential alcohol-serving establishments (restaurants, clubs) were excluded from analysis in order to facilitate comparability across communities. Often, these types of establishments are subject to state and local regulations governing alcohol sales, required distance from schools, and age requirements for entry, or are banned completely. Some Operation Storefront communities did not survey restaurant, bar, or private club advertisements. With the exception of bars, all vendors were represented in proportions similar to those obtained in two representative

samples of tobacco vendors conducted in 1996 and 1997.

All tobacco advertisements, all alcohol advertisements, and any displayed advertisements for other retail products were included in the analyses. The presence of an ID or age requirement (e.g. FDA, local signage, etc.) was also recorded. Regions were defined in accordance with the statewide regional structure adopted by the Massachusetts Department of Public Health. (See Appendix B)

Target areas were defined as follows:

- **high-poverty community**—greater than or equal to the state average for proportion of people with incomes below 200% of the federal poverty level (state average = 16.4%)
- **high-minority community**—greater than or equal to the state average for percent of minority population (state average = 11.9%)
- **size of community**—greater than or equal to 100,000 people; greater than or equal to 50,000 and less than 100,000; greater than or equal to 25,000 and less than 50,000; or less than 25,000
- **proximity to school**—vendor located within 1000 feet of a school





### III. CAMPAIGN RESULTS

Which vendors are displaying tobacco ads?

Tobacco advertisements made up 52% (10,665) of the more than 20,000 total retail advertisements surveyed for Massachusetts Operation Storefront. (Table 1, see Appendix C)

The greatest number of storefront displays (of all kinds) were found on or outside of convenience stores (13,253), gas stations (4,591), and grocery stores (2,423). (Fig 1, Table 2, see Appendix C)

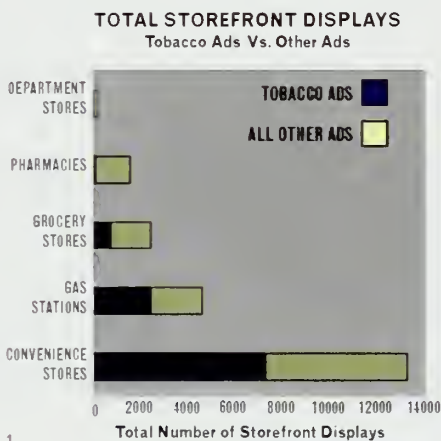


Figure 1

Convenience stores and gas stations were far more likely to display tobacco advertisements than other establishments. Fifty-five percent of both convenience store and gas station displays were tobacco advertisements. Pharmacies displayed the lowest percentage of tobacco ads (6%), followed by department stores (9%) and then grocery stores (30%). (Table 2, see Appendix C)

Retail store chains were less likely to advertise tobacco products than independently operated stores. With the exception of department stores, which showed no statistical difference, retail store chains displayed a smaller proportion of storefront tobacco advertising. (Figure 2)

### PERCENTAGE OF TOTAL ADS DEDICATED TO TOBACCO

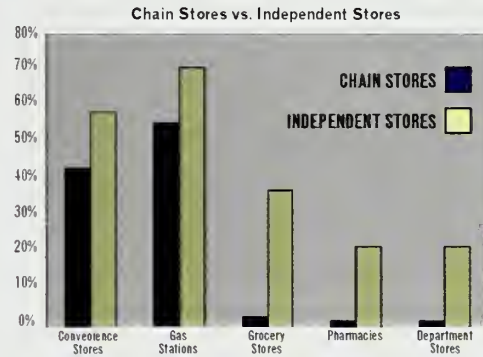


Figure 2

Which products are most heavily advertised? (Table 3, See Appendix C)

The four most popular brands among youth—Marlboro, Newport, Camel, and Winston—accounting for 93% of youth smoking, were also the four most heavily marketed brands in this survey.

The brands most heavily advertised were: Marlboro (3,547), unspecified brands (2,315), Winston (1,529), Newport (1,166), Camel (1,094), and Kool (763). Smokeless tobacco products (164) and cigars (87) were less likely to be advertised.

**Marlboro averaged 1 1/2 ads on every outdoor retail storefront surveyed.** Of the 4.57 tobacco ads averaged per retail storefront, Marlboro (1.52) accounted for one-third; Winston (0.65), Newport (0.5), and Camel (0.47), made up another third; with all other tobacco ads the final third (Figure 3).

### PERCENTAGE OF RETAIL ADVERTISEMENTS, BY BRAND

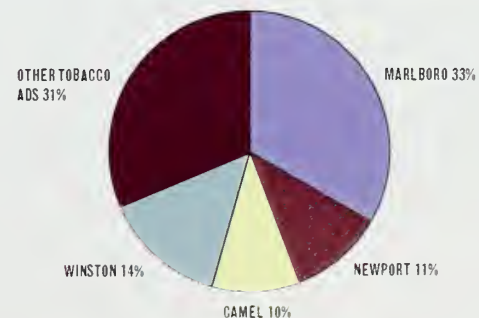


Figure 3



## Are areas near schools a target for tobacco advertising?

**Storefronts located within 1000 feet of a school were significantly more likely to display tobacco advertisements, and displayed more tobacco advertisements per vendor, than did storefronts located farther away from schools.\*\*\*** Fifty-four percent (54%) of retail ads near schools were for tobacco, while only 50% away from schools were tobacco ads. (Table 4, see Appendix C)

The average number of tobacco advertisements was 5.49 for stores near schools, and only 3.96\*\* for other stores—**exposing children to nearly one and a half times more tobacco displays during their daily activities.** (Figure 4)

Menthol brands of cigarettes were advertised more frequently near schools

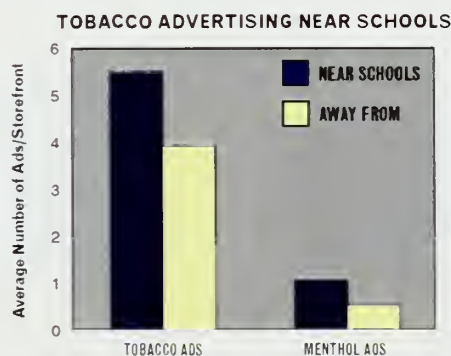


Figure 4

(820) than away from schools (725) in the community. (Table 4, see Appendix C) Retail establishments near schools averaged 1.15 menthol cigarette ads, nearly

twice that of other retail establishments farther away (0.66).\*\*\* (Figure 4)

The places where youth say that they buy cigarettes—convenience stores and gas stations—displayed a significantly greater average number of tobacco advertisements near schools (6.3) than away from schools (5.1)\*\* and were significantly less likely to display age/ID requirements near schools (34%) than away from schools (41%).\* (Table 5, see Appendix C)

## Which communities are most heavily targeted?

### HIGH POVERTY (TABLE 6, SEE APPENDIX C)

**Poorer communities displayed much higher numbers of tobacco ads per vendor, averaging 5 tobacco ads per retail vendor, in comparison with 3 ads/vendor for other communities.\*** Convenience stores in high-poverty areas displayed an even higher average of 6.5 tobacco ads for each retail vendor.

In addition, **poorer communities had a greater percentage of retail ads dedicated to tobacco.** Fifty-four percent (54%) of retail advertisements in poorer communities were retail tobacco ads, compared with 43% for more affluent communities.\*\*

All brands of cigarettes were advertised in much higher proportion in poorer communities. Nonetheless, **menthol brands were advertised almost exclusively in poor areas, with 94% of Newport ads and 92% of Kool ads displayed in high poverty communities.**





## MINORITY (TABLE 7 AND 8, SEE APPENDIX C)

The proportion of retail storefront advertising dedicated to tobacco was greater in high-minority communities (54%) than in low-minority communities (50%).\*

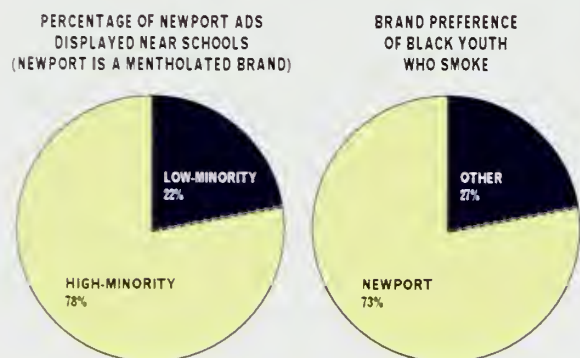


Figure 5

Menthol brands such as Newport and Kool, which are smoked by a majority of Massachusetts minority youth, were advertised in much greater proportion in high-minority communities. **Of the Newport ads displayed, 68% (greater than two-thirds) were found in high-minority communities.**

While only forty-eight percent (48%) of the total advertisements counted were located in high-minority areas, the total proportion of tobacco advertising found in high-minority communities was greater than fifty percent (52%). **More than half of cigarette brand advertising was found in high-minority areas.**

School areas in high-minority communities displayed an even greater percentage of tobacco brand advertisements. **Within 1000 feet of schools, 58% of all retail tobacco ads were located in high-minority areas versus 42% in low-minority areas.**

Brands preferred by minorities were more likely to be displayed nearer to schools. **Seventy-eight percent (78%) of Newport ads displayed near schools were located in high-minority communities.** (Figure 5)

Age or ID requirements were displayed on 30% of retail establishments in high-minority areas, versus 37% of establishments in low-minority areas.





**SIZE OF COMMUNITY**  
**(TABLE 9, SEE APPENDIX C)**

Urban communities displayed a much higher proportion of tobacco ads as a percentage of total retail ads (57%), compared with rural areas (47%).

Menthol brand advertisements were highly concentrated in urban areas, particularly those with a population greater than 100,000. The number of Newport ads per vendor was more than 3 times greater in highly urban areas than in very rural communities.

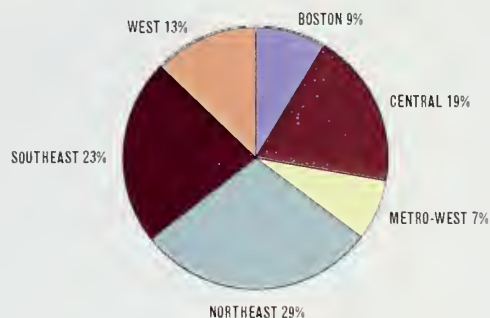
Advertisements for Camel, Kool, and Marlboro were relatively high in mid-sized cities (50,000-100,000). **Camel ads were displayed with twice the frequency in mid-sized cities** as they were elsewhere (0.77 ads/vendor.)

Retail establishments in the most rural communities (25,000 or less) displayed high levels of ads for cigars, smokeless tobacco, and the unspecified brands of cigarettes. While accounting for only 25% of sample population, rural communities displayed **56% of smokeless tobacco ads and 38% of cigar ads.**

**How do different regions  
of Massachusetts compare?  
(Tables 10 & 11)**

Figure 6 depicts the percentage that each region contributed to the total surveyed vendors. This can be compared with the percentage of the Commonwealth's total population represented by each region provided in the following regional descriptions.

**TOTAL VENDORS SURVEYED BY REGION**



**Figure 6**

**BOSTON REGION**

*(11.9% of Commonwealth population; 80% of regional communities participated, representing 54.5% of regional population)*

The Boston Region showed a disproportionately high concentration of ads for all youth brands of cigarettes. In particular, menthol brands such as Kool and Newport—traditionally marketed to minority communities—were advertised two-three times more in Boston proportionately than in the rest of the Commonwealth. Most tobacco advertising was found on or outside of convenience stores (82%). A disproportionately high level of gas station ads (75%) and grocery store ads (59%) were tobacco ads.

**CENTRAL REGION**

*(12.6% of Commonwealth population; 23% of regional communities participated, representing 55.6% of regional population)*

The Central Region had a high number of total retail ads, with proportionately fewer tobacco ads. However, both cigars and smokeless tobacco products were most heavily advertised in this region. A high proportion of the region's tobacco ads were displayed in gas stations (34%).





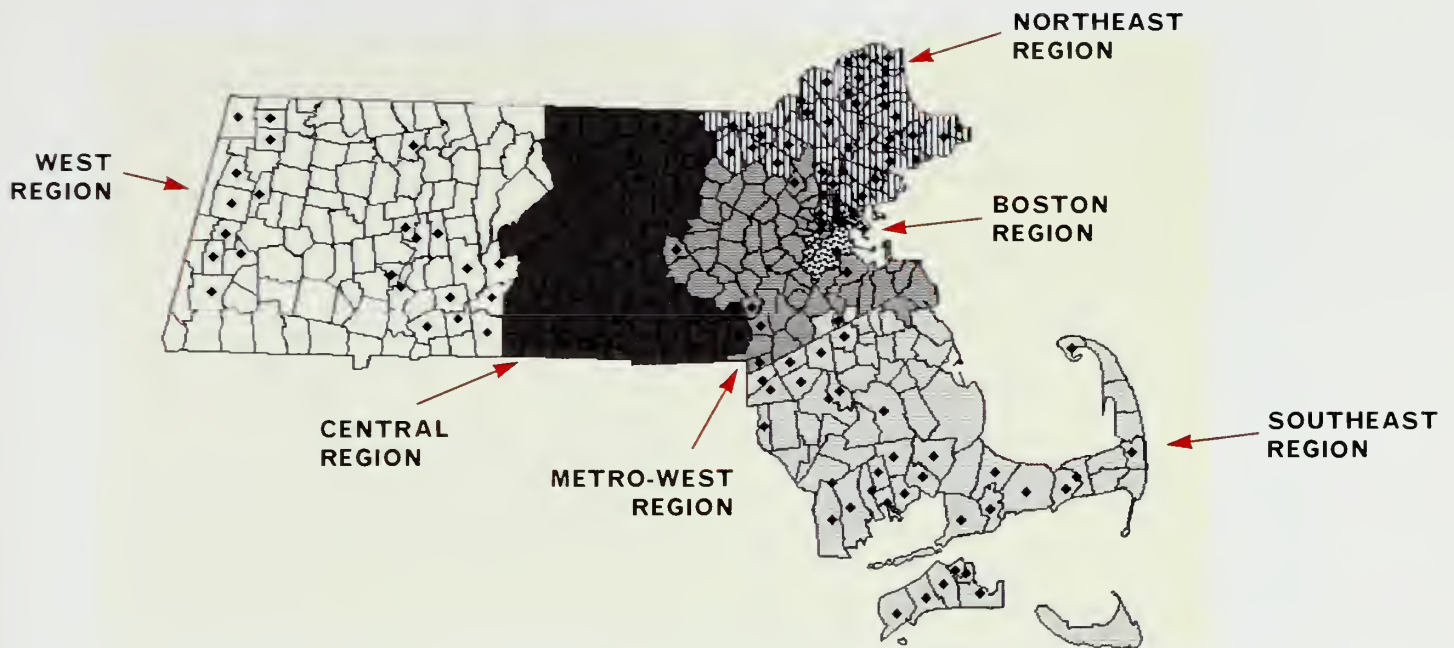


Figure 7

#### **METRO-WEST REGION**

*(23.4% of Commonwealth population; 13% of regional communities participated, representing 22.4% of regional population)*

The Metro-West Region was particularly dominated by Camel and Winston ads (0.77 and 0.71 ads/ vendor). Tobacco ads made up a relatively small proportion of overall ads (42%). Only 16% of grocery store ads were tobacco ads—slightly more than half the statewide average.

#### **NORTHEAST REGION**

*(19.6% of Commonwealth population; 76% of regional communities participated, representing 81.8% of regional population)*

The Northeast Region displayed high overall numbers of ads for the brands related to youth smoking—Marlboro, Newport, Winston, Camel. Due to the high levels of participation in the region, the Northeast made up a more significant portion of the overall sample relative to its population. Advertising patterns in

this region were similar to the patterns for the Commonwealth as a whole.

#### **SOUTHEAST REGION**

*(18.8% of Commonwealth population; 50% of regional communities participated, representing 65.7% of regional population)*

The Southeast Region revealed a heavy proportion of Kool and Winston ads compared with other regions, as well as a high number of ads for unspecified brands of cigarettes. Cigar advertisements were displayed more frequently than in other areas. Similar to the Central Region, a large proportion of total tobacco advertisements were located in gas stations (32%).

#### **WEST REGION**

*(13.6% of Commonwealth population; 25% of regional communities participated, representing 56.5% of regional population)*

The West Region had twice as many Newport ads as any other brand (except Marlboro), and the highest number of



unspecified brands displayed. Smokeless tobacco was most advertised in this region, averaging 0.1 ads/ vendor. Gas stations displayed a high proportion of the total retail tobacco advertisements (36%).

- All regions displayed high proportions of Marlboro ads relative to other brands.
- The Boston and Northeast regions were least likely to display an ID or age requirement, and displayed a proportionately greater number of tobacco ads.

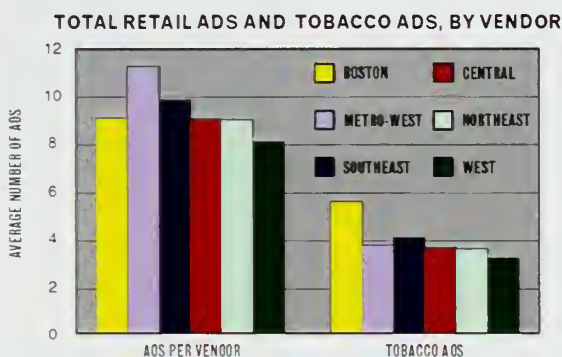


Figure 8

#### IV. DISCUSSION

The results of Operation Storefront, a statewide survey of more than 3000 retail outlets that sell tobacco products in Massachusetts, document the high levels of storefront tobacco advertising to which youth in general are exposed in the Commonwealth. More than half of the 20,000

retail ads surveyed in the study were for tobacco products. Overall, patterns of storefront advertising mirror youth purchasing patterns and brand preferences. The majority of ads were displayed in convenience stores and gas stations, stores in which most youth purchase cigarettes and where illegal sales to young people are highest.<sup>10</sup>

Children are more likely to smoke the products that they see advertised.<sup>1</sup> Therefore, it is not surprising that the cigarette brands that account for the majority (93%) of youth smoking (Marlboro, Newport, Camel, and Winston) were also the four most commonly displayed storefront brands.<sup>10</sup>



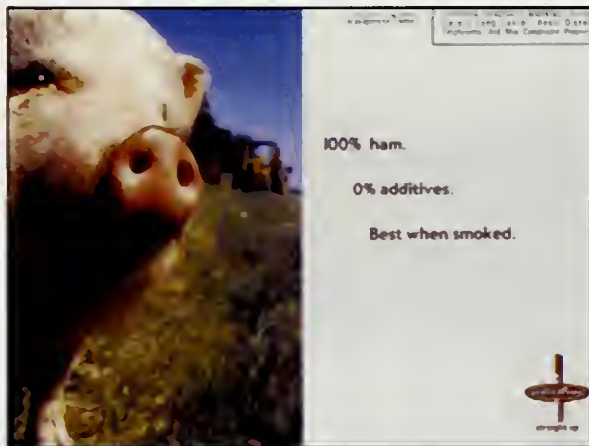
While storefront advertising of tobacco products is generally pervasive, there is a striking increase with proximity to schools. Stores where youth buy their cigarettes that are located nearest to schools display more tobacco advertising and a greater percentage of tobacco ads, and are also less likely to display age or ID requirements. This type of situation, which was prevalent in the Boston and Northeast regions, is







particularly alarming because youth exposed to tobacco advertising are more likely to be influenced to attempt to buy a product—and succeed in making the purchase—if there is no obvious deterrent. The creation of drug-free zones around schools is paradoxical in view of



the fact that the purchase of tobacco products by minors, and hence nicotine addiction, continues unchecked. The posting of an age or ID requirement correlated with proportionately reduced advertising.

Storefront tobacco advertisements were also more prevalent in poor and urban communities. In minority areas, the aggressive advertising of menthol cigarettes is specifically targeted at black and Latino youth, the majority of whom smoke menthol brands such as Kool and Newport.<sup>10</sup> Retail establishments in most rural areas demonstrate a unique pattern of storefront advertising, displaying high levels of ads for cigars, smokeless tobacco, and the unspecified brands of cigarettes.

The pattern of advertising and promotion of tobacco products in neighborhood storefronts documented by this study is part of a deliberate campaign

by the tobacco industry to attract young potential smokers and influence their brand choices once they begin smoking. There are numerous internal corporate documents pertaining to this subject, which reveal that the industry regards children and adolescents as its primary source of replacement smokers and has developed a variety of sophisticated promotional strategies aimed at capturing the youth market. (see Appendix A) A statewide storefront tobacco advertising study conducted in California in 1994 revealed results similar to those of the Massachusetts survey,<sup>15</sup> and provides further evidence of industry efforts to target youth through this strategy, which is more than likely operating on a national scale. In addition to aggressively promoting tobacco products in storefront advertising, manufacturers target youth with hats, T-shirts, and other non-tobacco promotional "gear." This insidious merchandising strategy not only attracts young customers, but as one R.J. Reynolds report phrased it, effectively turns them into "walking billboards," that lure still more youth into the smoking habit.<sup>13</sup> It is apparently highly



successful, for high school students in Massachusetts who own a pro



motional item are more than twice as likely to smoke.<sup>14</sup>

Manufacturers not only direct their advertising at youth as a whole, but also target specific groups within this population, such as the less affluent and minorities. As a result, these children may be at higher risk for tobacco use. The predominance of tobacco advertising in minority areas is particularly disturbing in light of the recent national rise in minority youth smoking rates.<sup>16</sup>

The impact of tobacco advertising on youth cannot be understated. That it has a profound influence in encouraging children, especially adolescents, to begin smoking is well documented by the 1994 Surgeon General's report and numerous additional studies.<sup>1,5</sup> Youth consistently overestimate the number of smokers.<sup>1</sup> When more than half of retail advertisements are tobacco ads, this can distort young people's perception of the reality of overall smoking prevalence by normalizing or glamorizing smoking in their minds. Furthermore, the corporate literature reveals that manufacturers of tobacco products are aware that

advertising has a powerful impact on the existing peer pressure within this age group to smoke, and in setting standards of conformity with regard to brand preferences. Measures to curtail the amount and type of advertisement that youth are exposed to can be a powerful tool in reducing the susceptibility of youth to smoking.

This survey cannot be considered representative of the Commonwealth. Community participation was voluntary, and the Metro-west region was underrepresented while the Northeast region was overrepresented. Nonetheless, with over one-third of all estimated tobacco vendors in the Commonwealth surveyed, and with the remaining regions each covering slightly more than 50% of their community population, it is likely that Operation Storefront provides a good estimate of youth exposure to storefront advertising in Massachusetts. These results may offer a conservative estimate of exposure, as the overrepresented region falls below the state average in terms of tobacco ads per vendor, while the underrepresented region is over the state average.

\* P<0.05

\*\* P<0.01

\*\*\* P<0.001

**It's time we made smoking history.**





## ENDNOTES

1. Food and Drug Administration. Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents; Final Rule. Federal Register. August 28, 1996. 61(168): 44396-44618.
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"At the outset it should be said that we are presently, and I believe unfairly, constrained from directly promoting cigarettes to the youth market... Realistically, if our Company is to survive and prosper, over the long term we must get our share of the youth market. In my opinion, this will require new brands tailored to the youth market..."

*Research Planning Memorandum on Some Thoughts About New Brands of Cigarettes for the Youth Market—R.J. Reynolds, Memorandum by CE Teague, February 2, 1973 (Mangini Trial Exhibit 2)*

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"Marlboro's phenomenal growth rate in the past has been attributable in large part to our high market penetration among young smokers [15-19 years-old]... [M]y own data, which includes younger teenagers, shows even higher Marlboro market penetration among 15-17 year-olds."

"The teenage years are also important because those are the years during which most smokers begin to smoke, the years in which initial brand selections are made, and the period of the life-cycle in which conformity to peer-group norms is greatest."

*The Decline in the Rate of Growth of Marlboro Red—Philip Morris, Correspondence from Myron Johnston to Dr. R. B. Seligman, May 21, 1975 (Minnesota Trial Exhibit 2557)*

"Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens... The smoking patterns of teenagers are particularly important to Philip Morris... the share index is highest in the youngest group for all Marlboro and Virginia Slims packings... At least a part of the success of Marlboro Red during its most rapid growth period was because it became the brand of choice among teenagers who then stuck with it as they grew older..."

"We will no longer be able to rely on a rapidly increasing pool of teenagers from which to replace smokers lost through normal attrition... Because of our high share of the market among the youngest smokers, Philip Morris will suffer more than the other companies from the decline in the number of teenage smokers."

*Young Smokers: Prevalence, Trends, Implications, and Related Demographic Trends—Philip Morris, Report by Myron Johnston, March 31, 1981 (Minnesota Trial Exhibit 10339)*

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"Kool has shown little or no growth in share of users in the 26+ age group... Growth is from 16-25 year olds. At the present rate, a smoker in the 16-25 year age group will soon be three times as important to Kool as a prospect in any other broad age category."





"KOOL'S stake in the 16-25 year old population segment is such that the value of this audience should be accurately weighted and reflected in current media programs. As a result, all magazines will be reviewed to see how efficiently they reach this group and other groups as well."

*Brown and Williamson, Correspondence from RL Johnson to RA Pittman, February 21, 1973 (Minnesota Trial Exhibit 13820)*

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"[C]omic strip type copy might get a much higher readership among younger people than any other type of copy."

*Cigarette Product Formulation—R.J. Reynolds, Meeting Notes, April 12, 1973 (Mangini Trial Trial, Exhibit 8)*

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"[A]ny desired additional nicotine 'kick' could be easily obtained through pH regulation."

*Cigarette Concept to Assure RJR a Larger Segment of the Youth Market—R.J. Reynolds, Memo by Frank Colby, December 4, 1973 (Minnesota Trial Exhibit 12464)*

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"They represent tomorrow's cigarette business. As this 14-24 age group matures, they will account for a key share of the total cigarette volume-for at least the next 25 years."

*1975 Marketing Plans Presentation—R.J. Reynolds, September 30, 1974 (Minnesota Trial Exhibit 12493)*

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"Our profile taken locally shows this brand being purchased by black people (all ages), young adults (usually college age), but the base of our business is the high school student."

*Lorillard, Memo from TL Achey to Curtis Judge, August 30, 1978 (Minnesota Trial Exhibit 10195)*

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"Younger adult smokers have been the critical factor in the growth and decline of every major brand and company over the last 50 years. They will continue to be just as important to brands/companies in the future for two simple reasons: The renewal of the market stems almost entirely from 18 year old smokers. No more than 5% of smokers start after age 24. [And] the brand loyalty of 18 year old smokers far outweighs any tendency to switch with age... Brands/companies which fail to attract their fair share of younger adult smokers face an uphill battle. They must achieve net switching gains every year to merely hold share..."

"Younger adult smokers are the only source of replacement smokers...If younger adults turn away from smoking, the Industry must decline, just as a population which does not give birth will eventually dwindle."



*Younger Adult Smokers: Strategies and Opportunities*—R.J. Reynolds, Strategic Research Report, February 29, 1984 (Mangini Trial Exhibit 32)

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"We are not sure that anything can be done to halt a major exodus if one gets going among the young. This group follows the crowd, and we don't pretend to know what gets them going for one thing or another. Certainly Philip Morris should continue efforts for Marlboro in the youth market, but perhaps as strongly as possible aimed at the white market rather than attempting to encompass blacks as well."

*A Study of Smoking Habits Among Youth Smokers*—Philip Morris, Report by Roper Organization, Inc., July 1974 (Minnesota Trial Exhibit 10497)

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"Smoking a cigarette for the beginner is a symbolic act... 'I am no longer my mother's child,' 'I'm tough,' 'I am an adventurer,' 'I'm not a square'... As the force from the psychological symbolism subsides, the pharmacological effect takes over to sustain the habit..."

*Why One Smokes*—Philip Morris, Draft Report, Fall/1969 (Minnesota Trial Exhibit 3681)

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"Evidence is now available to indicate that the 14 to 18 year old group is an

increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained over the long term."

*Planning Assumptions and Forecast for the Period 1977-1986+ for R.J. Reynolds Tobacco Company*—R.J. Reynolds, Draft report by Claude Teague, April 15, 1976 (Mangini Trial Exhibit 6)

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"Overall, Camel advertising will be directed toward using peer acceptance/influence to provide the motivation for target smokers to select Camel... convincing target smokers that by selecting camel as their usual brand they will project an image that will enhance their acceptance among their peers."

"[A]dvertising will create the perception that Camel smokers are non-conformist, self-confident and project a cool attitude which is admired by their peers... This approach will capitalize on the ubiquitous nature of Marlboro by repositioning it as the epitome of conformity, versus Camel the smoke of the cool/in-group."

*Camel New Advertising Campaign Development*—R.J. Reynolds, Memorandum from RT Caufield to DN Iauco, March 12, 1986 (Mangini Trial Exhibit 58)





"I have just received data on the graduating class of 1982 and the results are much more encouraging and corroborate the Roper data [a survey that tracked smoking trends]... These data show that smoking prevalence among these 18 year old high school seniors has increased from 1981 to 1982."

*Still More Trends in Cigarette Smoking Prevalence*—Philip Morris, Memorandum by Myron Johnston, February 18, 1983 (Minnesota Trial Exhibit 10525)

"To ensure increased and longer-term growth for CAMEL FILTER, the brand must increase its share penetration among the 14-24 age group which have a new set of more liberal values and which represent tomorrow's cigarette business."

*Recommendation to Expand 'Meet the Turk' Ad Campaign*—R.J. Reynolds, Memo from JW Hind, January 23, 1975 (Mangini Trial Document 13)

"Long after the adolescent preoccupation with self-image has subsided, the cigarette will even preempt food in times of scarcity on the smokers' priority list."

"The act of smoking is symbolic, it signifies adulthood, he smokes to enhance his image in the eyes of his peers. But the psychosocial motive is not enough to explain continued smoking."

*Smoker Psychology Research*—Philip Morris, Memorandum by M Wakeham, November 26, 1969 (Minnesota Trial Exhibit 10299)

"[Jack Daniel's] is an example of a viable positioning, executed in a 'nonstandard' but authentic and unpretentious way, which not only reached YA [young adult] consumers but converted YA's into walking billboards."

*Younger Adult Smokers*—R.J. Reynolds, Presentation, 1987 (Mangini Trial Exhibit 35)

"Thus, a tobacco product is, in essence, a vehicle for delivery of nicotine designed to deliver the nicotine in a generally acceptable and attractive form. Our industry is then based upon design, manufacture, and sale of attractive dosage forms of nicotine, and our Company's position in our Industry is determined by our ability to produce dosage forms of nicotine which have more overall value, tangible or intangible, to the consumer than those of our competitors."

*RJR Confidential Research Planning Memorandum on the Nature of the Tobacco Business and the Crucial Role of Nicotine Therein*—RJ Reynolds, Memorandum by CE Teague, April 14, 1972 (Mangini Trial Exhibit 48)



## APPENDIX B: MASSACHUSETTS COMMUNITIES BY REGION

**Boston Region:** Boston\*, Brookline, Chelsea\*, Revere\*, Winthrop\*

**Central Region:** Ashburnham, Ashby, Auburn, Ayer\*, Barre, Bellingham, Berlin, Blackstone, Bolton, Boylston, Brimfield, Brookfield, Charlton, Clinton, Douglas, Dudley\*, East Brookfield, Fitchburg\*, Franklin\*, Gardner\*, Groton, Hardwick, Harvard, Holden, Holland, Hopedale, Hubbardston, Lancaster, Leicester, Leominster\*, Lunenburg, Medway\*, Mendon, Milford\*, Millbury, Millville, New Braintree, North Brookfield, Northbridge, Oakham, Oxford\*, Paxton, Pepperell, Princeton, Rutland, Shirley\*, Shrewsbury, Southbridge\*, Spencer, Sterling, Sturbridge\*, Sutton, Templeton, Townsend\*, Upton, Uxbridge, Wales, Warren, Webster, West Boylston, West Brookfield, Westminster, Winchendon\*, Worcester\*

**Metro-West Region:** Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Braintree, Burlington\*, Cambridge\*, Canton, Carlisle, Cohasset, Concord, Dedham, Dover, Foxborough, Framingham, Hingham, Holliston, Hopkinton, Hudson, Hull, Lexington, Lincoln, Littleton, Marlborough, Maynard, Medfield, Millis\*, Milton, Natick, Needham, Newton, Norfolk\*, Northborough\*, Norwell, Norwood, Plainville\*, Quincy\*, Randolph, Scituate, Sharon, Sherborn, Somerville\*, Southborough, Stow, Sudbury, Walpole, Waltham, Watertown, Wayland, Wellesley, Westborough, Weston, Westwood, Weymouth, Wilmington, Winchester, Woburn, Wrentham

**Northeast Region:** Amesbury\*, Andover, Beverly\*, Billerica\*, Boxford, Chelmsford\*, Danvers, Dracut, Dunstable, Essex\*, Everett\*, Georgetown\*, Gloucester\*, Groveland\*, Hamilton\*, Haverhill\*, Ipswich\*, Lawrence\*, Lowell\*, Lynn\*, Lynnfield\*, Malden\*, Manchester\*, Marblehead, Medford\*, Melrose\*, Merrimac\*, Methuen\*, Middleton\*,

Nahant, Newbury\*, Newburyport\*, North Andover\*, North Reading, Peabody, Reading\*, Rockport\*, Rowley\*, Salem\*, Salisbury\*, Saugus, Stoneham\*, Swampscott, Tewksbury\*, Topsfield, Tyngsborough\*, Wakefield\*, Wenham\*, West Newbury\*, Westford\*

**Southeast Region:** Abington, Acushnet\*, Attleboro\*, Avon\*, Barnstable\*, Berkley, Bourne, Brewster, Bridgewater, Brockton\*, Carver, Chatham, Chilmark\*, Dartmouth\*, Dennis\*, Dighton, Duxbury, East Bridgewater, Eastham, Easton\*, Edgartown\*, Fairhaven\*, Fall River\*, Falmouth\*, Freetown, Gay Head\*, Gosnold, Halifax, Hanover, Hanson, Harwich, Holbrook, Kingston, Lakeville, Mansfield\*, Marion\*, Marshfield, Mashpee\*, Mattapoisett\*, Middleborough\*, Nantucket, New Bedford\*, North Attleborough\*, Norton\*, Oak Bluffs\*, Orleans\*, Pembroke, Plymouth, Plympton, Provincetown\*, Raynham\*, Rehoboth, Rochester\*, Rockland, Sandwich\*, Seekonk\*, Somerset, Stoughton, Swansea, Taunton\*, Tisbury\*, Truro, Wareham\*, Wellfleet, West Bridgewater, West Tisbury\*, Westport\*, Whitman, Yarmouth\*

**West Region:** Adams\*, Agawam, Alford, Amherst\*, Ashfield, Athol, Becket, Belchertown\*, Bernardston, Blandford, Buckland, Charlemont, Cheshire, Chester, Chesterfield, Chicopee, Clarksburg, Colrain, Conway, Cummington, Dalton\*, Deerfield, East Longmeadow, Easthampton\*, Egremont, Erving, Florida, Gill, Goshen, Granby, Granville, Great Barrington\*, Greenfield\*, Hadley\*, Hampden, Hancock, Hatfield\*, Hawley, Heath, Hinsdale, Holyoke\*, Huntington\*, Lanesborough\*, Lee\*, Lenox\*, Leverett, Leyden, Longmeadow, Ludlow\*, Middlefield, Monroe, Monson\*, Montague, Monterey, Montgomery, Mount Washington, New Ashford, New Marlborough, New Salem, North





## APPENDIX B: MASSACHUSETTS COMMUNITIES BY REGION

Adams\*, Northampton, Northfield, Orange, Otis,  
Palmer\*, Pelham, Peru, Petersham, Phillipston,  
Pittsfield\*, Plainfield, Richmond, Rowe, Royalston,  
Russell, Sandisfield, Savoy, Sheffield, Shelburne,  
Shutesbury, South Hadley, Southampton,  
Southwick, Springfield\*, Stockbridge\*, Sunderland,  
Tolland, Tyringham, Ware\*, Warwick, Washington,

Wendell, West Springfield, West Stockbridge,  
Westfield, Westhampton, Whately, Wilbraham\*,  
Williamsburg, Williamstown\*, Windsor, Worthington

\* indicates that community participated in  
Operation Storefront

## APPENDIX C: TABLES

**Table 1:** Retail Establishment Summary

**Table 2:** Operation Storefront Summary

**Table 3:** Establishment Summary with Means

**Table 4:** Distance to School Retail Establishment Summary

**Table 5:** Operation Storefront Distance to School Comparison

**Table 6:** Poverty Population Retail Establishment Summary

**Table 7:** Minority Population Retail Establishment Summary

**Table 8:** Operation Storefront Summary Minority Comparison

**Table 9:** Retail Population Comparison

**Table 10:** Regional Retail Summary

**Table 11:** Operation Storefront Summary by Region



Table 1: RETAIL ESTABLISHMENT SUMMARY

City	Number of Establishments Checked	Age ID Requirement	% of Total	Total Ads	Total Tobacco Ads	% of Total	Marlboro	Camel	Winston	Kool	Newport	All Other Brands	Cigars	Smokeless
Acushnet	5	1	20.0%	48	45	93.8%	5	8	11	6	2	13	0	0
Adams	10	4	40.0%	178	103	57.9%	7	6	2	2	9	71	0	6
Andesbury	11	2	18.2%	90	31	34.4%	4	9	4	2	2	10	0	0
Amherst	13	2	15.4%	62	18	29.0%	0	3	1	2	3	9	0	0
Attleboro	21	8	38.1%	186	93	50.0%	24	11	36	3	6	11	1	1
Avon	5	2	40.0%	136	31	22.8%	4	4	8	2	2	11	0	0
Ayer	7	4	57.1%	87	18	20.7%	6	1	3	0	1	5	2	0
Barnstable	13	4	30.8%	93	23	24.7%	4	0	4	6	1	7	1	0
Belchertown	8	0	0.0%	15	11	73.3%	2	0	3	2	0	4	0	0
Beverly	33	0	0.0%	284	140	49.3%	70	16	25	1	1	25	0	2
Billerica	33	8	24.2%	188	74	39.4%	45	3	5	1	2	17	0	1
Boston	149	35	23.5%	1300	964	74.2%	342	91	113	147	135	136	0	0
Brockton	68	29	42.6%	969	568	58.6%	200	28	66	60	20	187	6	1
Burlington	11	5	45.5%	62	37	59.7%	24	5	5	2	0	1	0	0
Cambridge	65	15	23.1%	567	218	38.4%	64	57	35	13	17	27	4	1
Chelmsford	28	16	57.1%	193	65	33.7%	35	5	6	1	1	16	1	0
Chelsea	32	13	40.6%	283	157	55.5%	67	16	24	5	25	18	0	2
Chilmark	3	0	0.0%	0	0		0	0	0	0	0	0	0	0
Dalton	9	3	33.3%	75	22	29.3%	6	2	2	3	4	5	0	0
Dartmouth	18	16	88.9%	218	101	46.3%	24	4	35	3	3	31	0	1
Dennis	10	3	30.0%	119	33	27.7%	5	2	6	3	1	14	1	1
Dudley	7	4	57.1%	122	49	40.2%	16	4	4	0	7	18	0	0

Retail Establishments include: Convenience Stores, Gas Stations, Gas Mini-Marts, Department Stores, Pharmacy/Drug Stores, and Grocery Stores





City	Number of Establishments Checked	Age ID Requirement	% of Total	Total Ads	Total Tobacco Ads	% of Total	Marlboro	Camel	Winston	Kool	Newport	All Other Brands	Cigars	Smokeless
Easthampton	9	5	55.6%	134	116	86.6%	28	8	13	16	9	37	1	4
Easton	16	2	12.5%	118	54	45.8%	23	4	9	3	0	12	2	1
Edgartown	7	1	14.3%	18	4	22.2%	0	0	1	0	0	1	2	0
Essex	2	2	100.0%	6	5	83.3%	3	0	0	0	1	1	0	0
Everett	26	1	3.8%	165	119	72.1%	49	20	15	9	8	16	0	2
Fairhaven	14	14	100.0%	168	85	50.6%	20	4	19	15	3	22	1	1
Fall River	29	1	3.4%	303	198	65.3%	83	19	14	26	5	45	4	2
Falmouth	19	10	52.6%	155	38	24.5%	18	2	10	3	0	5	0	0
Fitchburg	34	15	44.1%	403	159	39.5%	41	13	20	9	18	53	4	1
Franklin	12	8	66.7%	80	25	31.3%	10	3	7	0	0	3	0	2
Gardner	21	7	33.3%	145	64	44.1%	10	11	9	8	6	19	1	0
Georgetown	9	3	33.3%	47	6	12.8%	0	0	1	0	1	4	0	0
Gloucester	28	19	67.9%	94	56	59.6%	22	6	6	4	4	12	0	2
Great Barrington	18	9	50.0%	131	47	35.9%	10	7	6	3	4	13	2	2
Greenfield	16	3	18.8%	84	84	100.0%	16	4	3	11	9	27	3	11
Groveland	3	3	100.0%	32	21	65.6%	11	1	4	1	0	1	0	3
Hadley	6	0	0.0%	27	18	66.7%	3	4	1	1	1	8	0	0
Hamilton	5	1	20.0%	33	13	39.4%	3	3	4	0	0	3	0	0
Hatfield	3	0	0.0%	6	5	83.3%	1	1	1	1	0	1	0	0
Haverhill	59	6	10.2%	297	237	79.8%	110	26	17	13	30	38	1	2
Holyoke	60	5	8.3%	372	362	97.3%	35	18	23	36	152	93	1	4
Ipswich	10	3	30.0%	54	23	42.6%	7	3	3	1	4	3	0	2
Lanesborough	5	3	60.0%	63	16	25.4%	8	3	1	0	1	2	0	1

Retail Establishments include: Convenience Stores, Gas Stations, Gas Mini-Marts, Department Stores, Pharmacy/Drug Stores, and Grocery Stores



City	Number of Establishments Checked	Age ID Requirement	% of Total	Total Ads	Total Tobacco Ads	% of Total	Marlboro	Camel	Winston	Kool	Newport	All Other Brands	Cigars	Smokeless
Lawrence	84	37	44.0%	1128	424	37.6%	222	28	23	17	75	57	1	1
Lee	11	4	36.4%	66	20	30.3%	8	3	2	0	2	3	0	2
Lenox	7	5	71.4%	44	11	25.0%	4	0	0	0	5	2	0	0
Leominster	35	17	48.6%	306	160	52.3%	38	27	26	9	15	37	2	6
Lowell	88	20	22.7%	947	543	57.3%	200	49	67	27	87	111	1	1
Ludlow	5	2	40.0%	62	24	38.7%	6	1	6	3	2	5	0	1
Lynn	11	0	0.0%	349	334	95.7%	33	80	51	15	69	85	0	1
Lynnfield	2	2	100.0%	22	6	27.3%	3	0	1	1	0	1	0	0
Malden	25	3	12.0%	204	121	59.3%	47	22	13	10	14	14	1	0
Manchester	2	0	0.0%	10	0	0.0%	0	0	0	0	0	0	0	0
Mansfield	17	4	23.5%	118	49	41.5%	29	5	6	1	1	6	0	1
Marion	4	2	50.0%	22	3	13.6%	0	0	0	0	2	1	0	0
Mashpee	9	0	0.0%	17	17	100.0%	7	1	3	0	1	2	0	3
Mattapoisett	3	1	33.3%	23	6	26.1%	4	0	2	0	0	0	0	0
Medford	26	7	26.9%	177	113	63.8%	32	15	33	6	10	17	0	0
Medway	7	6	85.7%	63	36	57.1%	14	5	8	0	4	2	0	3
Melrose	6	4	66.7%	86	38	44.2%	6	7	6	4	2	11	0	2
Merrimac	3	0	0.0%	31	19	61.3%	8	0	2	0	3	1	1	4
Methuen	35	0	0.0%	91	89	97.8%	42	7	12	7	11	10	0	0
Middleborough	15	3	20.0%	149	70	47.0%	29	12	15	1	2	11	0	0
Middleton	7	0	0.0%	1	1	100.0%	1	0	0	0	0	0	0	0
Milford	32	15	46.9%	323	50	15.5%	25	3	3	0	0	17	2	0
Millis	8	3	37.5%	92	30	32.6%	9	3	6	0	0	6	2	4





City	Number of Establishments Checked	Age ID Requirement	% of Total	Total Ads	Total Tobacco Ads	% of Total	Marlboro	Camel	Winston	Kool	Newport	All Other Brands	Cigars	Smokeless
Monson	6	3	50.0%	20	20	100.0%	9	1	5	0	1	3	0	1
New Bedford	51	17	33.3%	370	370	100.0%	99	42	60	53	29	86	1	0
Newbury	9	3	33.3%	49	33	67.3%	16	2	1	0	6	8	0	0
Newburyport	20	5	25.0%	50	50	100.0%	20	3	10	2	2	12	1	0
Norfolk	2	2	100.0%	12	5	41.7%	4	0	1	0	0	0	0	0
North Adams	22	8	36.4%	150	35	23.3%	10	2	2	2	1	15	1	2
North Andover	9	0	0.0%	34	16	47.1%	10	2	0	0	1	3	0	0
North Attleborough	24	11	45.8%	196	60	30.6%	22	5	12	1	2	18	0	0
Northborough	1	0	0.0%	18	4	22.2%	1	0	0	0	0	3	0	0
Norton	11	8	72.7%	90	50	55.6%	26	6	7	2	1	7	1	0
Oak Bluffs	5	2	40.0%	10	7	70.0%	2	0	2	2	0	1	0	0
Orleans	8	6	75.0%	96	33	34.4%	3	3	6	10	0	10	1	0
Oxford	14	2	14.3%	54	50	92.6%	33	2	6	0	5	4	0	0
Palmer	10	9	90.0%	114	47	41.2%	8	0	8	3	16	11	0	1
Pittsfield	56	41	73.2%	311	99	31.8%	32	7	5	6	10	38	0	1
Plainville	7	4	57.1%	107	49	45.8%	11	4	11	5	2	13	2	1
Provincetown	12	0	0.0%	127	20	15.7%	8	1	1	0	0	8	2	0
Quincy	20	20	100.0%	121	121	100.0%	27	13	28	10	13	30	0	0
Raynham	19	5	26.3%	149	75	50.3%	45	3	2	1	1	22	0	1
Reading	13	4	30.8%	76	26	34.2%	4	4	9	2	3	0	2	2
Revere	31	12	38.7%	263	179	68.1%	54	21	39	17	26	21	1	0
Rochester	2	0	0.0%	4	2	50.0%	1	0	0	0	0	1	0	0
Rockport	5	4	80.0%	9	8	88.9%	5	0	2	0	0	1	0	0

Retail Establishments include: Convenience Stores, Gas Stations, Gas Mini-Marts, Department Stores, Pharmacy/Drug Stores, and Grocery Stores



City	Number of Establishments Checked	Age ID Requirement	% of Total	Total Ads	Total Tobacco Ads	% of Total	Marlboro	Camel	Winston	Kool	Newport	All Other Brands	Cigars	Smokeless
Rowley	5	2	40.0%	32	7	21.9%	4	1	1	0	0	1	0	0
Salem	34	21	61.8%	515	316	61.4%	155	19	31	15	34	56	0	6
Salisbury	8	2	25.0%	51	20	39.2%	8	0	2	2	2	6	0	0
Sandwich	7	4	57.1%	39	14	35.9%	7	0	1	0	0	1	0	5
Seekonk	21	5	23.8%	153	59	38.6%	22	8	13	4	2	6	0	4
Shirley	2	1	50.0%	14	14	100.0%	2	1	2	2	3	4	0	0
Sonerville	63	18	28.6%	686	354	51.6%	135	57	54	22	15	65	1	5
Southbridge	18	6	33.3%	200	90	45.0%	36	3	16	4	7	18	0	6
Springfield	4	3	75.0%	29	27	93.1%	4	1	3	6	5	6	0	2
Stockbridge	2	0	0.0%	38	0	0.0%	0	0	0	0	0	0	0	0
Stoneham	16	1	6.3%	93	46	49.5%	15	7	11	2	3	1	0	7
Sturbridge	10	4	40.0%	93	31	33.3%	2	0	8	1	2	16	2	0
Taunton	21	9	42.9%	29	26	89.7%	14	1	6	1	0	3	0	1
Tewksbury	25	4	16.0%	106	32	30.2%	21	2	2	0	0	6	0	1
Tisbury	7	3	42.9%	41	23	56.1%	3	0	6	1	0	13	0	0
Townsend	7	5	71.4%	59	22	37.3%	7	3	3	5	0	3	1	0
Tyngsborough	7	2	28.6%	38	16	42.1%	7	0	2	1	1	5	0	0
Wakefield	8	7	87.5%	74	44	59.5%	8	10	10	1	0	14	0	1
Ware	12	0	0.0%	28	28	100.0%	6	3	2	2	1	14	0	0
Wareham	14	3	21.4%	49	34	69.4%	12	0	9	1	1	11	0	0
Webster	20	8	40.0%	272	165	60.7%	55	24	22	3	18	41	2	0
Wenham	1	1	100.0%	21	8	38.1%	3	0	1	0	0	1	0	3
West Newbury	1	1	100.0%	5	0	0.0%	0	0	0	0	0	0	0	0





City	Number of Establishments Checked	Age ID Requirement	% of Total	Total Ads	Total Tobacco Ads	% of Total	Marlboro	Camel	Winston	Kool	Newport	All Other Brands	Cigars	Smokeless
West Tisbury	2	0	0.0%	0	0		0	0	0	0	0	0	0	0
Westford	12	9	75.0%	82	29	35.4%	10	2	4	0	0	13	0	0
Westport	4	0	0.0%	35	13	37.1%	3	0	4	1	0	5	0	0
Wilbraham	10	6	60.0%	72	36	50.0%	10	0	5	2	8	11	0	0
Williamstown	7	4	57.1%	48	15	31.3%	4	2	2	1	2	3	0	1
Winchendon	5	3	60.0%	21	20	95.2%	9	1	1	1	2	6	0	0
Winthrop	6	4	66.7%	54	14	25.9%	4	4	5	1	0	0	0	0
Worcester	194	61	31.4%	2355	1011	42.9%	290	112	203	32	133	197	21	23
Yarmouth	10	3	30.0%	130	72	55.4%	9	9	13	11	5	20	0	5
<u>Grand Total:</u>	<u>2332</u>	<u>796</u>	<u>34.1%</u>	<u>20433</u>	<u>10665</u>	<u>52.2%</u>	<u>3547</u>	<u>1094</u>	<u>1529</u>	<u>763</u>	<u>1166</u>	<u>2315</u>	<u>87</u>	<u>164</u>



Table 2: OPERATION STOREFRONT SUMMARY

City	Population	Convenience Stores		Department Stores		Gas/Gas Mini-Mart		Grocery Stores		Liquor Stores		Pharmacy/Drug Stores		Restaurants		Other				
		Ads: All Tobacco Vendors	Number of Vendors	Ads: All Tobacco Vendors	Number of Vendors	Ads: All Tobacco Vendors	Number of Vendors	Ads: All Tobacco Vendors	Number of Vendors	Ads: All Tobacco Vendors	Number of Vendors	Ads: All Tobacco Vendors	Number of Vendors	Ads: All Tobacco Vendors	Number of Vendors	Ads: All Tobacco Vendors	Number of Vendors			
Acushnet	9554	36	19	2		19	16	2	14	10	1	29	13	2	28	0	6	0	0	3
Adams	9445	94	35	6		87	67	2	7	0	1	18	0	1						
Amesbury	15101	49	13	4		26	18	4	2	0	1	48	7	3				0	0	1
Amherst	35228	53	16	8		3	2	1	9	0	2	86	2	7	15	0	3	46	7	4
Attleboro	38383	105	50	8		57	43	8	13	0	2	74	30	4	2	0	2			
Avon	4558	61	31	2	75	0	0	0				46	9	1	7	0	2	4	0	1
Ayer	6837	44	14	3		39	4	3	9	0	1	24	1	2						
Barnstable	40958	18	4	3	8	0	1		10	2	3	13	2	2	6	0	2	31	0	5
Belchertown	10579	15	7	3		6	4	3				11	4	1	0	0	0			
Beverly	38195	133	64	11		117	73	12	27	3	6	165	49	10	7	0	4	4	0	3
Billerica	37609	89	41	13	1	0	1		25	0	2	69	5	7	3	0	12	15	3	4
Boston	574283	1061	766	112	0	0	1		181	119	18	385	177	29	52	21	12	44	35	8
Brockton	92788	687	392	44		294	174	20	9	0	1	28	8	2	45	8	12	43	31	4
Burlington	23302	6	3	2		28	17	5	17	16	2	92	7	4	0	0	1	13	10	4
Cambridge	95802	435	189	44		46	26	8	90	1	8	153	33	11	4	0	2	34	18	4
Chelmsford	32375	103	44	12	4	0	1		8	0	2	46	1	6				6	0	2
Chelsea	28710	219	130	18		7	6	3	51	19	9	75	39	5	14	3	3	7	5	1
Chilmark	651	0	0	1		0	0	1	0	0	1									
Dalton	7147	38	5	4		25	13	3	11	4	1	11	1	2						
Dartmouth	27244	120	67	7	3	0	1		12	5	1	86	24	5						
Dennis	13858	50	17	3		46	14	3	72	2	3	44	10	3	1	0	1	6	5	2
Dudley	9540	54	33	3		27	16	2	8	0	1	75	19	3				22	12	1
Easthampton	15537	129	111	7		5	5	1	0	0	1	63	8	5						
Easton	19807	74	37	6		16	13	5	3	0	1	51	7	5	10	0	5			
Edgartown	3062	2	0	4	4	3	1		4	0	1	12	7	4	6	0	4			
Essex	3273	6	5	2								14	4	2						
Everett	35701	91	63	14		15	15	4	59	41	7	8	3	2	7	7		7	7	2



City	Population	Convenience Stores		Department Stores		Gas/Gas Mini-Mart		Grocery Stores		Liquor Stores		Pharmacy/Drug Stores		Restaurants		Other								
		Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>							
Fairhaven	16132	107	55	7		62	29	5		75	17	4	9	1	2	14	0	2						
Fall River	92703	252	159	21		33	11	2	54	28	3	148	38	10	12	0	3	14	3	6	2	1	1	
Falmouth	27960	69	22	5		68	16	7	12	0	4	71	5	6	16	0	3				9	5	1	
Fitchburg	41194	211	96	15	1	99	51	9	49	0	3	187	39	12	87	12	6	5	3	3				
Franklin	22095	72	19	8		19	6	2				12	0	2	12	0	2							
Gardner	20125	29	16	5	0	70	43	7	27	5	5	96	27	4	21	0	3							
Gay Head	200																	0	0	1				
Georgetown	6384	9	3	3	11	16	3	3	9	0	1	41	3	2	3	0	1							
Gloucester	28716	95	52	19		10	4	3	0	0	2	90	17	7	14	0	4				5	0	1	
Great Barrington	7687	60	15	4	0	31	27	5	37	3	4	30	1	2	49	2	3	10	0	4	4	4	3	
Greenfield	18666	80	45	7		39	39	5	2	0	2	51	7	3	0	0	2				19	19	3	
Groveland	5223	29	15	2		7	6	1				71	8	3										
Hadley	4217	0	0	1		20	15	4	7	3	1	24	2	2										
Hamilton	7280	24	10	3		4	3	1				20	4	2	10	0	1							
Hatfield	3245	5	1	2					8	4	1													
Haverhill	51418	281	166	32	0	80	71	16	0	0	4	150	13	8	0	0	5				0	0	1	
Holyoke	43704	353	314	42	0	45	38	10	11	10	3	176	111	11	0	0	4	6	6	5	0	0	2	
Ipswich	11873	29	11	5		7	5	2	21	7	2	54	7	3	10	0	1	0	0	0	1	0	1	
Lanesborough	3032				0	35	10	2	44	6	1	8	0	1	0	0	1	22	0	2				
Lawrence	70207	605	253	45		86	26	6	375	142	28	341	74	16	77	3	5	95	0	21	32	9	16	
Lee	5849	28	0	3	8	34	15	5	3	2	1	28	0	2	17	2	1	7	0	2				
Lenox	5047	16	10	3					26	1	3	37	3	4	11	0	1	0	0	1				
Leominster	38145	173	62	13		108	80	10	52	18	6	129	31	8	7	0	6							
Lowell	103439	760	448	62		80	53	10	73	38	8	282	62	15	53	4	8				10	3	2	
Ludlow	18820	16	11	2		48	13	3				8	0	1										
Lynn	81245	349	334	11					65	24	2													
Lynnfield	11274	25	6	2																				
Malden	53884	155	95	13	1	35	21	6	7	4	2	128	36	5	8	0	3	28	13	4	5	5	1	





City	Population	Convenience Stores		Department Stores		Gas/Gas Mini-Mart		Grocery Stores		Liquor Stores		Pharmacy/Drug Stores		Restaurants		Other	
		Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>
Manchester	5286																
Mansfield	16568	48	22	6		23	23	5	20	0	2	77	22	5	34	4	4
Marion	4477	33	3	3					0	0	1	12	1	2			
Mashpee	7884	28	15	4		2	2	2	0	0	2	20	1	3	0	0	1
Mattapoisett	5933	4	3	1		19	3	2	35	5	3						
Medford	57407	141	94	19		31	19	5	62	11	5	5	0	2			
Medway	9931	48	31	4		10	5	2	25	6	2	5	0	1			
Melrose	28150	87	38	6													
Merrimac	5166	32	9	2					14	10	1	14	5	1			
Methuen	39990	30	30	11		49	47	13	12	12	7	15	15	8	0	0	4
Middleborough	17867	29	15	2	1	95	44	8	2	0	1	68	15	4	16	0	3
Middleton	4921	1	1	4		0	0	1	0	0	1	0	0	2	0	0	1
Milford	25375	166	17	12	1	132	29	11	20	0	3	128	12	6	44	4	5
Millis	7613	56	25	3		16	5	3	15	0	1	42	3	3	9	0	1
Monson	7776	4	4	2		15	15	2	5	1	1	17	5	2	0	0	1
New Bedford	99922	301	292	35		77	77	8	0	0	1	351	117	17	1	1	7
Newbury	5623	57	28	7		5	5	2	20	2	3						
Newburyport	16351	43	20	6	1	24	24	6	1	1	3	5	2	4	5	5	4
Norfolk	9270	18	5	2													
North Adams	16767	54	15	7	3	48	20	6	26	0	4	60	1	8	14	0	2
North Andover	22792	23	9	4		13	7	5				34	5	2	25	0	5
North Attleborou gh	25038	63	12	5	1	112	48	14	22	0	3	97	14	5			
Northborough	11929	18	4	1								16	0	1			
Norton	14265	72	35	6		7	6	1	25	9	2	40	15	4	6	0	2
Oak Bluffs	2805	1	1	1		4	1	2	5	5	2				3	0	1
Orleans	5838	36	8	2		30	24	2	8	1	2				0	0	4
Oxford	12588	74	36	7		16	13	5				22	0	2			
Palmer	12054	56	30	4	1	33	15	3	11	0	1	1	1	2	1	2	1
												14	2		26	19	2



City	Population	Convenience Stores		Department Stores		Gas/Gas Mini-Mart		Grocery Stores		Liquor Stores		Pharmacy/Drug Stores		Restaurants		Other									
		Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>								
Pittsfield	48472	148	50	21	0	0	1	118	49	22	18	0	6	63	5	7	63	0	6	18	0	4	7	2	3
Plainville	6871	54	35	2				21	6	3				40	8	2	40	8	2						
Provincetown	3617	71	10	5	5	1	1	30	8	3	28	1	2	25	3	3	0	0	1	0	0	3	0	0	3
Quincy	84985	113	113	16				8	8	3	0	0	1	1	1	3				0	0	7			
Raynham	9867	41	18	3	7	0	2	67	46	8	28	7	3	24	2	2	22	4	3						
Reading	22539	40	23	6				11	2	4	0	0	1	58	8	4	25	1	2	2	2	1	13	0	1
Revere	42786	255	173	24				16	6	5				28	7	3	0	0	2	2	0	1	44	20	5
Rochester	3921							7	2	2	13	10	1												
Rockport	7469	6	6	4				3	2	1							8	0	1						
Rowley	4452	23	6	2				1	1	1	4	0	1	38	3	2									
Salem	38091	450	261	21				99	49	9	58	6	2	111	7	5	2	0	2	8	1	1	8	1	1
Salisbury	6744	47	17	5	2	0	1	10	3	2				27	5	3				4	1	1			
Sandwich	15489	27	4	2				6	6	2	0	0	1	41	12	2	6	4	2						
Seckonk	13046	62	40	5	4	0	2	78	19	10	23	0	3	60	11	4	5	0	1	10	0	5			
Shirley	6096	14	14	2																4	3	1	0	0	1
Somerville	76210	607	316	47				40	30	9	23	6	3	176	28	12	16	2	4				65	57	6
Southbridge	17816	119	58	9				57	32	5	9	0	2	87	27	4	23	0	2	29	0	2	0	0	1
Springfield	156983	17	15	2				12	12	2															
Stockbridge	2401	5	0	1				33	0	1				44	0	1									
Stoneham	22203	61	35	4	0	0	1	11	11	6	9	0	2	73	0	4	12	0	3				5	4	1
Sturbridge	7776	58	20	4				30	11	4	9	0	1	23	1	1	6	0	1						
Taunton	49832	24	14	11	0	0	2	12	12	5	0	0	2	1	1	3	0	0	1	1	0	4	0	0	1
Tewksbury	27263	41	9	6	3	0	1	23	23	11	21	0	2	114	21	8	36	0	5	4	0	3	6	0	5
Tisbury	3119	17	12	2				17	11	2	6	0	2				1	0	1	1	0	1	0	0	1
Townsend	8496	16	6	2				38	16	3	0	0	1	16	4	3	8	0	1						
Tyngsborough	8640	33	11	4				13	3	2	8	2	1	10	3	1									
Wakefield	24825	74	44	8										23	4	3							13	9	2
Ware	9808	4	4	2				37	24	4	4	0	3	30	11	2	0	0	3						





City	Population	Convenience Stores		Department Stores		Gas/Gas Mini-Mart		Grocery Stores		Liquor Stores		Pharmacy/Drug Stores		Restaurants		Other	
		Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>
Wareham	19168	12 8	3	0 0	2	18 12	3	22 14	3	47 15	4	0 0	3	0 0	3	18 18	1
Webster	16196	146 110	7	5 0	1	70 55	5	9 0	3	34 11	3	42 0	4				
Wenham	4212	21 8	1														
West Newbury	3412	7 0	1														
West Tisbury	1704																
Westford	16402	77 24	6			4 4	1	8 0	1	73 1	4	30 1	4	0 0	2		
Westport	13852	36 13	3					4 0	1	50 22	2			1 1	1		
Wilbraham	12635	30 9	4			39 27	4	2 0	1	37 16	2	1 0	1	0 0	1		
Williamstown	8198	11 1	2			39 14	4			24 3	2	0 0	1	6 0	3	9 2	2
Winchendon	8805	25 16	2			4 4	1	2 0	1	37 4	4	1 0	1				
Winthrop	18127	46 13	5							17 1	2	8 1	1				
Worcester	169759	1214 552	87	5 0	1	613 302	47	450 146	37	841 163	41	162 11	22	247 46	57	83 38	21
Yarmouth	21196	74 30	6			44 23	3	24 19	1	41 0	2			1 0	3	0 0	1
Totals:	3572360	13253 7274	1194	191 17	42	4591 2542	564	2423 737	290	7612 1695	508	1552 95	242	892 112	283	741 372	168

Ads per Vendor: 11.1 6.1 4.5 0.4 8.1 4.5 8.4 2.5 15.0 3.3 6.4 0.4 3.2 0.4 4.4 2.2



Table 3: ESTABLISHMENT SUMMARY WITH MEANS

Establishment	Number Checked	Marlboro	Camel	Winston	Kool	Newport	All Other Brands	Cigars	Smokeless Brands	Total Tobacco Ads	Alcohol	All Other Ads
Bar	101	2 (0.02)	1 (0.01)	0 (0.00)	0 (0.00)	1 (0.01)	1 (0.01)	0 (0.00)	0 (0.00)	5 (0.05)	327 (3.24)	65 (0.64)
Convenience Store	1194	2127 (1.78)	810 (0.68)	1108 (0.93)	572 (0.48)	963 (0.81)	1516 (1.27)	61 (0.05)	117 (0.10)	7274 (6.09)	1251 (1.05)	4728 (3.96)
Department Store	42	5 (0.12)	2 (0.05)	3 (0.07)	1 (0.02)	2 (0.05)	2 (0.05)	2 (0.05)	0 (0.00)	17 (0.40)	7 (0.17)	167 (3.98)
Gas Mini-Mart	317	552 (1.74)	120 (0.38)	188 (0.59)	69 (0.22)	41 (0.13)	451 (1.42)	22 (0.07)	38 (0.12)	1481 (4.67)	77 (0.24)	1431 (4.51)
Gas Station Only	247	495 (2.00)	90 (0.36)	135 (0.55)	64 (0.26)	44 (0.18)	227 (0.92)	1 (0.00)	5 (0.02)	1061 (4.30)	13 (0.05)	528 (2.14)
Grocery Store	290	333 (1.15)	66 (0.23)	84 (0.29)	52 (0.18)	106 (0.37)	92 (0.32)	1 (0.00)	3 (0.01)	737 (2.54)	190 (0.66)	1496 (5.16)
Liquor Store	508	513 (1.01)	171 (0.34)	259 (0.51)	148 (0.29)	228 (0.45)	284 (0.56)	80 (0.16)	12 (0.02)	1695 (3.34)	5166 10.17)	751 (1.48)
Not Specified	19	2 (0.11)	0 (0.00)	2 (0.11)	0 (0.00)	0 (0.00)	1 (0.05)	0 (0.00)	0 (0.00)	5 (0.26)	8 (0.42)	0 (0.00)
Other	137	79 (0.58)	55 (0.40)	47 (0.34)	18 (0.13)	45 (0.33)	74 (0.54)	44 (0.32)	10 (0.07)	372 (2.72)	46 (0.34)	304 (2.22)
Pharmacy/Drug Store	242	35 (0.14)	6 (0.02)	11 (0.05)	5 (0.02)	10 (0.04)	27 (0.11)	0 (0.00)	1 (0.00)	95 (0.39)	39 (0.16)	1418 (5.86)
Private Club	31	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	10 (0.32)	9 (0.29)
Restaurant ( other area)	88	34 (0.39)	6 (0.07)	11 (0.13)	4 (0.05)	9 (0.10)	9 (0.10)	1 (0.01)	1 (0.01)	75 (0.85)	26 (0.30)	128 (1.45)
Restaurant (bar area)	94	17 (0.18)	1 (0.01)	4 (0.04)	1 (0.01)	3 (0.03)	5 (0.05)	1 (0.01)	0 (0.00)	32 (0.34)	103 (1.10)	131 (1.39)
Grand Total:	3310	4194 (1.27)	1328 (0.40)	1852 (0.56)	934 (0.28)	1452 (0.44)	2689 (0.81)	213 (0.06)	187 (0.06)	12849 (3.88)	7263 (2.19)	11156 (3.37)
Retail Grand Total:	2332	3547 (1.52)	1094 (0.47)	1529 (0.66)	763 (0.33)	1166 (0.50)	2315 (0.99)	87 (0.04)	164 (0.07)	10665 (4.57)	1577 (0.68)	9768 (4.2)

Retail Establishments include: Convenience Stores, Gas Stations, Gas Mini-Marts, Department Stores, Pharmacy/Drug Stores, and Grocery Stores



Table 4: DISTANCE TO SCHOOL RETAIL ESTABLISHMENT SUMMARY

Distance to school is:	Number of Establishments Checked	Age ID Requirement	% of Total	Total Ads	Total Tobacco Ads	% of Total	Marlboro	Camel	Winston	Kool	Newport	All Other Brands	Cigars	Smokeless
Within 1000'	713	242	33.9%	7203	3915	54.4%	1263	376	544	318	502	836	23	53
Outside 1000'	1098	405	36.9%	8700	4353	50.0%	1478	440	626	278	447	975	36	73
Not indicated or unknown	521	149	28.6%	4530	2397	52.9%	806	278	359	167	217	504	28	38
<u>Grand Total:</u>	2332	796	34.1%	20433	10665	52.2%	3547	1094	1529	763	1166	2315	87	164





Table 5: OPERATION STOREFRONT DISTANCE TO SCHOOL COMPARISON

	Convenience Stores		Department Stores		Gas/Gas Mini Mart		Grocery Stores		Liquor Stores		Pharmacy/Drug Stores		Restaurants*		Other**	
	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>	Ads: <u>All Tobacco Vendors</u>	Number of <u>Vendors</u>
Distance to school is:	Within 1000'	5463 3052 464	0 0 2	1024 589 116	835 255 82	1966 501 124	337 19 49	277 31 93	234 130 47							
	Outside 1000'	5047 2761 478	162 15 32	2437 1269 308	1008 262 142	3752 831 260	864 46 138	357 7 119	340 161 80							
	Not indicated or unknown	2743 1461 252	29 2 8	1130 684 140	580 220 66	1894 363 124	351 30 55	258 74 71	167 81 41							
	13253 7274 1194	191 17 42	4591 2542 564	2423 737 290	7612 1695 508	1552 95 242	892 112 283	741 372 168								

\* Restaurants include restaurants(bar area), restaurants(other area), and bars. \*\* Other includes other and private clubs



Table 6: POVERTY POPULATION RETAIL ESTABLISHMENT SUMMARY

Percent Poverty is:	Number of Establishments Checked	Age ID Requirement	% of Total	Total Ads	Total Tobacco Ads	% of Total	Marlboro	Camel	Winston	Kool	Newport	All Other Brands	Cigars	Smokeless
Greater than state average (N=70)	1807	610	33.8%	16787	9097	54.2%	2906	945	1270	702	1096	1992	71	115
Less than state average(N=54)	525	186	35.4%	3646	1568	43.0%	641	149	259	61	70	323	16	49
Grand Total:	2332	796	34.1%	20433	10665	52.2%	3547	1094	1529	763	1166	2315	87	164

Retail Establishments include: Convenience Stores, Gas Stations, Gas Mini-Marts, Department Stores, Pharmacy/Drug Stores, and Grocery Stores





Table 7: MINORITY POPULATION RETAIL ESTABLISHMENT SUMMARY

Minority Population is:	Number of Establishments Checked	Age ID Requirement	% of Total	Total Ads	Total Tobacco Ads	% of Total	Marlboro	Camel	Winston	Kool	Newport	All Other Brands	Cigars	Smokeless
Greater than state average (N= 18)	952	284	29.8%	10261	5542	54.0%	1762	607	743	416	794	1122	44	54
Less than state average (N= 105)	1380	512	37.1%	10172	5123	50.4%	1785	487	786	347	372	1193	43	110
Grand Total:	2332	796	34.1%	20433	10665	52.2%	3547	1094	1529	763	1166	2315	87	164

Retail Establishments include: Convenience Stores, Gas Stations, Gas Mini-Marts, Department Stores, Pharmacy/Drug Stores, and Grocery Stores  
Minority Cities: Amherst, Ayer, Boston, Brockton, Cambridge, Chelsea, Fitchburg, Gay Head, Holyoke, Lawrence, Leominster, Lowell, Lynn, Malden, Shirley, Somerville, Southbridge, Springfield, Worcester



Table 8: OPERATION STOREFRONT' SUMMARY MINORITY COMPARISON

	Convenience Stores		Department Stores		Gas/Gas Mini-Mart		Grocery Stores		Liquor Stores		Pharmacy/Drug Stores		Restaurants*		Other**									
	Ads: <u>All</u>	Number of <u>Tobacco Vendors</u>	Ads: <u>All</u>	Number of <u>Tobacco Vendors</u>	Ads: <u>All</u>	Number of <u>Tobacco Vendors</u>	Ads: <u>All</u>	Number of <u>Tobacco Vendors</u>	Ads: <u>All</u>	Number of <u>Tobacco Vendors</u>	Ads: <u>All</u>	Number of <u>Tobacco Vendors</u>	Ads: <u>All</u>	Number of <u>Tobacco Vendors</u>	Ads: <u>All</u>	Number of <u>Tobacco Vendors</u>								
Minority population is:	7076	4064	577	7	1	5	1651	927	164	1398	503	131	3163	855	182	538	47	75	544	103	126	369	208	71
Greater than state average (N=19)																								
Less than state average (N=105)	6177	3210	617	184	16	37	2940	1615	400	1025	234	159	4449	840	326	1014	48	167	348	9	157	372	164	97
	13253	7274	1194	191	17	42	4591	2542	564	2423	737	290	7612	1695	508	1552	95	242	892	112	283	741	372	168

Minority Cities: Amherst, Ayer, Boston, Brockton, Cambridge, Chelsea, Fitchburg, Gay Head, Holyoke, Lawrence, Leonminster, Lowell, Lynn, Malden, Shirley,Somerville, Southbridge, Springfield, Worcester

\*Restaurants include restaurants(other area), restaurants(bar area), bars

\*\*Other includes other and private clubs



Table 9: RETAIL POPULATION COMPARISON

Population	Number of Cities	Population of Cities	Number of Vendors	Marlboro	Camel	Winston	Kool	Newport	All Other Brands	Cigars	Smokeless Brands	Alcohol	Total Tobacco Ads	All Other Ads
25000 or less														
	85	892006	739	816	238	397	163	185	684	33	92	721	2608	3101
Percent of Total		25.0%	31.7%	23.0%	21.8%	26.0%	21.4%	15.9%	29.5%	37.9%	56.1%	45.7%	24.5%	31.7%
Ads per Vendor				1.10	0.32	0.54	0.22	0.25	0.93	0.04	0.12	0.98	3.53	4.20
25001 to 50000														
	23	819119	657	843	216	352	143	324	530	13	33	471	2454	2468
Percent of Total		22.9%	28.2%	23.8%	19.7%	23.0%	18.7%	27.8%	22.9%	14.9%	20.1%	29.9%	23.0%	25.3%
Ads per Vendor				1.28	0.33	0.54	0.22	0.49	0.81	0.02	0.05	0.72	3.74	3.76
50001 to 100000														
	11	856571	501	1052	387	394	245	297	651	19	13	238	3058	2113
Percent of Total		24.0%	21.5%	29.7%	35.4%	25.8%	32.1%	25.5%	28.1%	21.8%	7.9%	15.1%	28.7%	21.6%
Ads per Vendor				2.10	0.77	0.79	0.49	0.59	1.30	0.04	0.03	0.48	6.10	4.22
Greater than 100000														
	4	1004464	435	836	253	386	212	360	450	22	26	147	2545	2086
Percent of Total		28.1%	18.7%	23.6%	23.1%	25.2%	27.8%	30.9%	19.4%	25.3%	15.9%	9.3%	23.9%	21.4%
Ads per Vendor				1.92	0.58	0.89	0.49	0.83	1.03	0.05	0.06	0.34	5.85	4.80
Grand Total:	123	3572160	2332	3547	1094	1529	763	1166	2315	87	164	1577	10665	9768





Table 10: REGIONAL RETAIL SUMMARY

Region	Regional Ad Totals	Vendors	Total Tobacco Ads	Marlboro	Camel	Winston	Kool	Newport	All Other Brands	Cigars	Smokeless Brands	All Other Ads
<b>Boston Region</b>	1900	218	1314	467	132	181	170	186	175	1	2	586
<i>% of Total</i>	9.3%	9.3%	12.3%	13.2%	12.1%	11.8%	22.3%	16.0%	7.6%	1.1%	1.2%	6.0%
<i>Ads per vendor</i>	8.72		6.03	2.14	0.61	0.83	0.78	0.85	0.80	0.00	0.01	2.69
<b>Central Region</b>	4597	425	1964	594	213	341	74	221	443	37	41	2633
<i>% of Total</i>	22.5%	18.2%	18.4%	16.7%	19.5%	22.3%	9.7%	19.0%	19.1%	42.5%	25.0%	27.0%
<i>Ads per vendor</i>	10.82		4.62	1.40	0.50	0.80	0.17	0.52	1.04	0.09	0.10	6.20
<b>Metro-West Region</b>	1665	177	818	275	139	140	52	47	145	9	11	847
<i>% of Total</i>	8.1%	7.6%	7.7%	7.8%	12.7%	9.2%	6.8%	4.0%	6.3%	10.3%	6.7%	8.7%
<i>Ads per vendor</i>	9.41		4.62	1.55	0.79	0.79	0.29	0.27	0.82	0.05	0.06	4.79
<b>Northeast Region</b>	5764	709	3129	1239	352	384	145	377	580	9	43	2635
<i>% of Total</i>	28.2%	30.4%	29.3%	34.9%	32.2%	25.1%	19.0%	32.3%	25.1%	10.3%	26.2%	27.0%
<i>Ads per vendor</i>	8.13		4.41	1.75	0.50	0.54	0.20	0.53	0.82	0.01	0.06	3.72
<b>Southeast Region</b>	4378	494	2276	755	182	387	220	90	591	23	28	2102
<i>% of Total</i>	21.4%	21.2%	21.3%	21.3%	16.6%	25.3%	28.8%	7.7%	25.5%	26.4%	17.1%	21.5%
<i>Ads per vendor</i>	8.86		4.61	1.53	0.37	0.78	0.45	0.18	1.20	0.05	0.06	4.26
<b>West Region</b>	2129	309	1164	217	76	96	102	245	381	8	39	965
<i>% of Total</i>	10.4%	13.3%	10.9%	6.1%	6.9%	6.3%	13.4%	21.0%	16.5%	9.2%	23.8%	9.9%
<i>Ads per vendor</i>	6.89		3.77	0.70	0.25	0.31	0.33	0.79	1.23	0.03	0.13	3.12
<b>Grand Total:</b>	<b>20433</b>	<b>2332</b>	<b>10665</b>	<b>3547</b>	<b>1094</b>	<b>1529</b>	<b>763</b>	<b>1166</b>	<b>2315</b>	<b>87</b>	<b>164</b>	<b>9768</b>
<b>% of Grand Total:</b>			<b>52.2%</b>	<b>17.4%</b>	<b>5.4%</b>	<b>7.5%</b>	<b>3.7%</b>	<b>5.7%</b>	<b>11.3%</b>	<b>0.4%</b>	<b>0.8%</b>	<b>47.8%</b>
<b>Ads per vendor:</b>	<b>8.76</b>		<b>4.57</b>	<b>1.52</b>	<b>0.47</b>	<b>0.66</b>	<b>0.33</b>	<b>0.50</b>	<b>0.99</b>	<b>0.04</b>	<b>0.07</b>	<b>4.19</b>



Table 11: OPERATION STOREFRONT SUMMARY BY REGION

Region	Regional Pop	% of Region Participating	Convenience Stores		Department Stores		Gas/Gas Mini-Mart		Grocery Stores		Liquor Stores		Pharmacy/Drug Stores		Restaurants*		Other**									
			Ads: All	Number of Tobacco Vendors	Ads: All	Number of Tobacco Vendors	Ads: All	Number of Tobacco Vendors	Ads: All	Number of Tobacco Vendors	Ads: All	Number of Tobacco Vendors	Ads: All	Number of Tobacco Vendors	Ads: All	Number of Tobacco Vendors	Ads: All	Number of Tobacco Vendors								
Boston	718624	54.5%	1581	1082	159	0	0	1	110	82	23	232	138	27	505	224	39	33	12	8	68	24	16	95	60	14
Central	757189	55.6%	2463	1100	183	15	0	5	1332	667	116	644	169	64	1735	347	96	464	28	57	364	53	79	141	76	32
Metro-West	1407598	22.4%	1307	690	117				159	92	31	145	23	15	512	93	35	128	13	14	22	0	14	112	85	14
Northeast	1180349	81.8%	4126	2296	380	22	1	10	902	550	158	744	268	89	2321	409	153	392	14	72	144	17	47	144	49	50
Southeast	1131881	65.7%	2560	1408	218	133	15	16	1336	727	144	427	105	58	1713	442	119	326	21	58	199	12	100	138	49	36
West	820518	56.5%	1216	698	137	21	1	10	752	424	92	231	34	37	826	180	66	209	7	33	95	6	27	111	53	22
Totals:	6016159	54.9%	13253	7274	1194	191	17	42	4591	2542	564	2423	737	290	7612	1695	508	1552	95	242	892	112	283	741	372	168

\*Restaurants include restaurants(other area), restaurants(bar area), bars

\*\*Other includes other and private clubs







